

It is claimed:

1. A system for generating musical programs for an orchestra organization, comprising:

a music director who in the orchestra organization has responsibility for

5 musical programming throughout substantially an entire musical season of the orchestra organization;

an executive administrative member who performs an administration function within the orchestra organization; and

a guest conductor who is invited by the orchestra organization to conduct

10 at least one musical program for the orchestra,

said music director and said executive administrative member and said guest conductor together formulating at least one musical program for the orchestra.

2. The system of claim 1 wherein the musical programs include classical musical

15 programs.

3. The system of claim 1 wherein the musical programs include non-classical musical programs.

20 4. The system of claim 1 wherein the music director conducts for less than number of weeks in the musical season of the orchestra.

5. The system of claim 1 wherein the executive administrative member is president of the orchestra organization.

6. The system of claim 5 wherein the executive administrative member is responsible for assessing effect of activities within the orchestra organization upon budgetary limitations of the orchestra.

7. The system of claim 6 wherein the executive administrative member is responsible for assessing the effect of activities within the orchestra organization upon the community.

8. The system of claim 1 wherein the guest conductor is a principal guest conductor who conducts at least three programs for the orchestra during a season.

9. The system of claim 8 wherein the principal guest conductor mirrors the music director in cross constituency dialogue in formulating musical programs, said principal guest conductor and the music director and the executive administrative member together formulating musical programs for substantially an entire musical season of the orchestra organization.

10. The system of claim 9 further comprising:

a first contract that obligates the principal guest conductor to work with the executive administrative member and the music conductor to formulate musical programs for substantially an entire musical season of the orchestra organization.

11. The system of claim 10 further comprising:

a second contract that obligates the music conductor to work with the executive administrative member and the principal guest conductor to formulate musical programs for substantially an entire musical season of the orchestra organization.

12. The system of claim 1 wherein the music director and the executive administrative member and the guest conductor together select guest conductors and artists, chamber music forums, performance scheduling and choice of venues, physical performance space and education programs.

13. The system of claim 1 wherein the music director, the executive administrative member and the guest conductor together form a tripartite group, said system further comprising:

additional personnel means that are used by at least one member of the tripartite group to assist in formulating the musical programs for substantially an entire musical season of the orchestra organization.

14. The system of claim 1 wherein the music director, the executive administrative member and the guest conductor together form a tripartite group, wherein the tripartite group balances the business needs, organizational and audience input with artistic vitality in formulating the musical programs for substantially an entire musical season of the orchestra organization.

15. The system of claim 1 wherein the music director, the executive administrative member and the guest conductor together form a tripartite group, said system further comprising:

5                   a database that stores historical musical programming-related data; and  
                    a forecasting model analysis module connected to the database to generate at least one audience buying indicative statistic based upon the stored historical musical programming-related data and upon a candidate musical program, said tripartite group using the generated audience buying indicative statistic to assist in formulating at least  
10                   one of the musical programs.

16. The system of claim 15 wherein said tripartite group uses the generated audience buying indicative statistic to assist in formulating substantially all of the musical programs for a musical season of the orchestra.

15                   17. The system of claim 16 wherein the forecasting model analysis module predicts sales volumes based on a candidate musical program generated by the tripartite group.

18. A method for generating musical programs for an orchestra organization, comprising the steps of:

forming a first contract that obligates the music conductor to work with both an executive administrative member and a principal guest conductor to formulate musical programs for substantially an entire musical season of the orchestra organization;

forming a second contract that obligates the principal guest conductor to work with both the orchestra's executive administrative member and the orchestra's music conductor to formulate musical programs for substantially an entire musical season of the orchestra organization;

forming through the first and second contracts a tripartite group that includes the orchestra's music conductor, the orchestra's executive administrative member, and the orchestra's principal guest conductor; and

formulating with the tripartite group musical programs for substantially an entire musical season of the orchestra organization in a pre-selected musical genre.

19. The method of claim 18 wherein said music director has responsibility for musical programming throughout substantially an entire musical season of the orchestra organization, said executive administrative member performing an administration function within the orchestra organization, said principal guest conductor being invited by the orchestra organization to conduct a plurality of musical programs for the orchestra, said musical genre being classical music.

20. The method of claim 18 further comprising the steps of:

formulating candidate musical programs for substantially the entire musical season by the tripartite group; and

generating at least one audience buying indicative statistic based upon historical musical programming-related data and upon the candidate musical program,

- 5 said tripartite group using the generated audience buying indicative statistic to assist in modifying at least one of the candidate musical programs.